

October 22, 2010

BY ELECTRONIC FILING

Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, DC 20554

Re: *MB Docket No. 10-91, CS Docket No. 97-80, and PP Docket No. 00-67*

Dear Ms. Dortch:

This is to inform you that, on October 21, 2010, Stacy Fuller of DIRECTV, Gerry Waldron of Covington & Burling LLP, and undersigned counsel met with Alan Stillwell and Walter Johnston of the Commission's Office of Engineering and Technology to discuss the above referenced proceedings.

The DIRECTV representatives provided the attached summary of DIRECTV's position on the AllVid Notice of Inquiry, which reflects the overall content of their presentation. They focused in particular on the extent to which innovation over the last few years has markedly changed the market for delivery of video content. In addition, they discussed the RVU Alliance technology that is available today, its development driven by the same desire as the Commission has: to integrate services and features that consumers want on a single device. They discussed the danger that an AllVid proposal could stymie such innovations, and argued that the Commission could designate the RVU technology as a means to comply with the mandate of Section 629, as it would allow "smart devices" to present the shopping mall of video offerings envisioned by Chairman Genachowski while respecting the rights of content providers and distributors.

Respectfully submitted,

/s/

William M. Wiltshire
Counsel for DIRECTV

Attachment

cc: Alan Stillwell
Walter Johnston